



Contents

1. Introduction
2. Logo
3. Colours
4. Typography
5. Use in practice

1. INTRODUCTION

In this style guide the new brand identity of theatre association NEST is explained for use in practice. We describe the house style using the logo, colour palette, typography and graphical elements.

The corresponding toolkit contains all elements in common formats.

2. LOGO

Logo



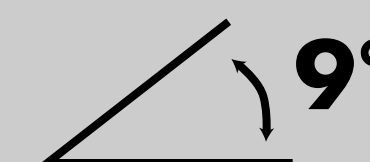
Logo: Use

The NEST logo is always positioned in an angle of 9 degrees.

T shows the desired white space around the logo. Use left, right, above and below a 90° turned T from the logo to determine the white space.

Available in toolkit

Use the logo's from the logo set.



Logo: Colour and placement

The NEST colour palette contains purple and white. The following combinations are possible.

Logo **1** is the primary logo that should be used. Use logo **2** if **1** does not work out properly.

If you have a black or dark background use the white version of the logo. For black and white print **3** can be used.

1 On a purple background. Mainly used in context of the logo as main attention



2 On a white background. Mainly used on websites.



3 On a white or black background. Mainly used when colour is not an option.



Logo: Incorrect use

The logo cannot be scaled out of proportion.



The logo should not be cut off.



Do not use the purple logo on a black background.



Do not change the angle of rotation. Use always an angle of 9°.



Do not change the font or weight.



Theatre association is spelled as **theatre** NOT **theater**.



3. COLOURS

Colour: Colour codes

White

CMYK: 0/0/0/0

RGB: 255/255/255

HEX: #FFFFFF

Black

CMYK: 0/0/0/100

RGB: 0/0/0

HEX: #000000

Purple

CMYK: 68/100/26/18

RGB: 102/0/102

HEX: #660066

4. TYPOGRAPHY

Typography: Overview of the NEST house style font

Available in toolkit

Futura LT is used for the NEST brand identity and included in the toolkit.

Futura LT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Heavy
Heavy oblique

Regular
Book oblique

5. USE IN PRACTICE













